



International Conference  
**Food Innovations Stakes & Business Competitiveness**  
at a European level:  
**The key to success for business-university**  
**partnerships**

Associated Partners



*October 18<sup>th</sup> 2016 - 9:00 to 17:00*

*Auditorium AG2R La Mondiale  
26 rue de Montholon – PARIS 9<sup>ème</sup>  
Metro station : Cadet (#7)*

Official Event by



IDEFI-ECOTROPHELIA



Partenaires associés

FOODLAB



FOOD-STA



# CONFERENCE INTERNATIONALE

## UNIVERSITY-ENTERPRISE PARTNERSHIPS:

KEY TO SUCCESS IN INNOVATION AND COMPETITIVENESS OF  
AGRI-FOOD-BASED ENTERPRISES IN EUROPE

**TUESDAY 18<sup>th</sup> OCTOBER 2016**

From 8H30 to 17H00 - Auditorium AG2R La Mondiale - 26, rue de Montholon, Paris 9ème

AN INTERNATIONAL CONFERENCE ON UNIVERSITY-ENTERPRISE PARTNERSHIPS: THE KEY TO SUCCESS IN INNOVATION AND COMPETITIVENESS OF AGRI-FOOD-BASED ENTERPRISES IN EUROPE

**For the first time, the three agri-food projects - FooD-STA, FOODLAB and IDEFI-ECOTROPHELIA - jointly organized an international conference on the challenges of food innovation and business competitiveness at European level.**

The Higher Education - Enterprise partnership is an interesting tool for schools and universities and for industries; an enriching professional experience for students and a good way to innovate for industrialists. The recent collaborative projects IDEFI, FOODLAB and FOOD-STA testify to this. These three networks aim at **excellence in food innovation training in Europe**. FooD-STA is interested in adapting training to the needs of companies while FOODLAB aims to disseminate the culture of innovation and encourage entrepreneurship. Finally, IDEFI-ECOTROPHELIA runs a national and European network of excellence training in food innovation and organizes each year the ECOTROPHELIA competition in nearly 20 European countries.

**IDEFI-ECOTROPHELIA, FOODLAB and FOOD-STA** organized on 18 October 2016 an International Conference on "The challenges and competitiveness of food innovation at European level: the key to the success of enterprise-university partnerships" for agri-food and business enterprises who want to develop innovation projects in collaboration with universities and their laboratories. These collaborative arrangements are excellent solutions in terms of competitiveness for agri-food companies, and in particular for the many SMEs operating in this complex and demanding market, which remains the leading industrial sector in the European Union in turnover and number of jobs.

The conference was organized around numerous conferences and round tables on the challenges of food innovation and the competitiveness of companies.

Topics included:

- The benefits and success of partnerships between higher education and business
- Integrating sustainable development into food innovation
- The financial stakes and the contribution of incubators to the innovation process
- Experience of partnerships between higher education and business (poster session).

## PROGRAMME

08:30 - 09:00	Welcome Coffee
09:00 - 09:15	Welcome Speech <ul style="list-style-type: none"> <li>▪ <b>Stéphane Le Foll*</b>, Minister of Agriculture, Food and Forestry (France)</li> <li>▪ <b>Jean-Philippe Girard</b>, President of ANIA, National Association of Food Industries (France)</li> </ul>
09:15 - 10:00	Conference: «Nestlé Innovation Stakes & University-Business Partnerships» <ul style="list-style-type: none"> <li>▪ <b>Alexandre Voirin</b>, Head of consumer Centricity in Nestle R&amp;D (Switzerland)</li> </ul>
10:00 - 11:30	Conferences Contribution of Higher and Continuing Education to innovation <ul style="list-style-type: none"> <li>▪ <b>Gerhard Schleining</b>, ISEKI-Food Association, coordinator Food-STA (Austria)</li> </ul> University–Business interface : the role of technical centers <ul style="list-style-type: none"> <li>▪ <b>Bertrand Emond</b>, Head of Membership and Training, CampdenBRI (UK)</li> </ul> Keys for successful business –university partnerships <ul style="list-style-type: none"> <li>▪ <b>Peter Lillford</b>, CBE, University of Birmingham (UK)</li> </ul>
11:30 - 12:00	POSTER SESSION + COFFEE BREAK
12:00 - 13:00	Round-table conference «Business incubator, another way to innovate» <ul style="list-style-type: none"> <li>▪ <b>Florence Ranson</b>, communication Director FoodDrinkEurope (Belgique)</li> <li>▪ <b>Jérôme Zlatoff</b>, Agrapole ISARA Lyon (France)</li> <li>▪ <b>Israel Griol-Barres</b>, FGYM IDEAS-UPV, University of Valencia (Spain)</li> <li>▪ <b>Thomas Van Den Boezem</b>, Startlife Wageningen University (Netherlands)</li> <li>▪ <b>Sarah Vandermeersch</b>, Creator of ProNuts, Ecotrophelia 2015 (Belgium)</li> </ul>
13:00 - 14:30	POSTER SESSION & LUNCH BUFFET
14:30 - 15:30	Round-table conference «Eco-design & Sustainable development» <ul style="list-style-type: none"> <li>▪ <b>Yvonne Colomer</b>, Director Fundacion TRIPTOLEMOS (Spain)</li> <li>▪ <b>Ulf Gunnar Sonesson</b>, Senior Scientist SP Technical Research Institute of Sweden</li> <li>▪ <b>Gwenola Yannou-Le Bris</b>, Laboratoire Génie Industriel Centrale Supélec-Agroparistech (France)</li> <li>▪ <b>Georges Garcia</b>, Chairman of Alg&amp;You (France)</li> </ul>
15:30 - 16:30	Round-table conference «FinancialStakes» : <ul style="list-style-type: none"> <li>▪ <b>Nuria Maria Arribas</b>, Directrice Innovation FIAB (Espagne)</li> <li>▪ <b>Frédéric Ventre</b>, Chairman of Yooji (France)</li> <li>▪ <b>Isabelle de Cremoux</b>, CEO of Seventure (France)</li> <li>▪ <b>Stefania Abbona</b>, Chairman of The Algae Factory (Netherlands)</li> <li>▪ <b>Emmanuelle Paillat</b>, Chairman of Bluebees Crowdfunding (France)</li> </ul>
16:30 - 17:00	Closing conference <ul style="list-style-type: none"> <li>▪ <b>Gilles Trystram</b>, Director AgroParisTech, coordinator IDEFI-ECOTROPHELIA (France)</li> </ul>

## THEMATIC CONFERENCES SPEAKERS

### **Innovation Issues & University-Business Partnerships at Nestlé**

#### **Alexandre Voirin, Head of consumer Centricity in Nestle R&D (Switzerland)**

A biochemist and chemist by training, A. Voirin spent nearly 30 years working for companies selling consumer products (Danone, L'Oréal, Yoplait and Nestlé), various management positions (R & D, Quality and Innovation Marketing). He is currently Director of R & D in the Consumer Centricity service, involving process innovation and methodologies to link Consumers' needs to Science and Technology.

In particular, he will bring insight into the challenges of rapid changes in consumer needs, rapid technological change (exponential acceleration), and the importance for a company such as Nestlé to build a strong network of academic collaborations to integrate Progress in science and technology.

*Selon A. Voirin, la clé est d'être capable de faire constamment le lien entre les progrès en sciences et technologies et l'évolution rapide du contexte et des besoins des consommateurs.*

### **Contribution of Higher and Continuing Education to innovation**

#### **Dr. Gerhard Schleining, ISEKI-Food Association, coordinator Food-STA (Austria)**

G. Schleining holds a Master's Degree in Food Science and Biotechnology and holds an International Master's Degree in Food Chain Safety. He is responsible for teaching in the Department of Food Science and Technology at BOKU University. He is also secretary general of the ISEKI-Food association and coordinator of the Food-STA project.

*He will present what he sees as essential to prepare students to be the future spearheads of innovation and will highlight in particular the importance of entrepreneurship, exposure to the working environment and development Continuous Professional: "Innovation goes well beyond R & D, at all levels and in all sectors".*

### **University-Business interface : the role of technical centers**

#### **Bertrand Emond, Head of Membership and Training, Campden BRI (UK)**

Bertrand Emond holds a Master's Degree in Food Science & Technology and a Master's Degree in Business Management. He wishes to communicate on the role of Technical Centers and Research and Technology Organizations in identifying and supporting innovative projects in the industry.

*In particular, he will discuss their role in technology transfer, from basic research to practical application in companies, to adapt new technologies and also to orient academic research according to the needs of companies.*

### **Keys for successful business –university partnerships**

#### **Prof. Peter Lillford, CBE, University of Birmingham (UK)**

Former Scientific Director of Unilever (Foods) and Chairman of UK Link Scheme for Advanced Food Manufacturing, P.Lillford is currently a lecturer and consultant on the interactions between higher education and Industrial R & D activities.

*P. Lillford will illustrate the different modes of exchange, training and partnership between universities, students and companies with examples of multinational consortia as well as smaller-scale partnerships.*

#### **Florence Ranson, communication Director FoodDrinkEurope (Belgique)**

In charge of Communication at FoodDrinkEurope since April 2014, F. Ranson previously held similar positions with the European Banking Federation for 12 years.

*F. Ranson will present the role of FoodDrinkEurope on innovation and the support provided by the association at the collective level. She will provide examples of successful collaborations between universities and industry.*

#### **Jérôme Zlatoff, Responsable Entrepreneuriat & Innovation Agrapole ISARA Lyon (France)**

An agronomist, J. Zlatoff founded and developed the Ymélia start-up (innovative wine filtration process). After spending five years in an innovation management consulting firm, he joined ISARA-Lyon to develop entrepreneurship and run Agrapole, an incubator dedicated to foodtech start-ups.

*J. Zlatoff will present the specificities of Agrapole based on several success stories: Ici&Là, La Fraîcherie, La Brasserie du Lion. This incubator is part of the "Foodtech à Lyon", an initiative that brings together a local network of actors in the food industry (companies, clusters, research centers, universities and schools ...) and incubators linked to Foodtech.*



**Israel Griol-Barres, Director of the Fondation Globalidad y Microeconomía at Polytechnic University of Valencia (Spain)**

Engineer in Telecommunications and holder of a master in electronic systems, I. Griol-Barres directs the GYM foundation. He accompanies start-ups and has tutored European start-ups as part of KIC Climat. In collaboration with IDEAS, I. Griol-Barres animates numerous workshops on entrepreneurship, at the Polytechnic University of Valencia and worldwide, with more than 2000 participants.

He will highlight the importance of universities in the entrepreneurial ecosystem. Since the creation of STARTUPV, the Polytechnic University of Valencia has set up training courses, competitions and spaces dedicated to start-ups. At present, this ecosystem brings together 82 start-ups that have generated more than 300 new jobs.

**Thomas van den Boezem, Startlife Wageningen University (Netherlands)**

Founder of BoxBites, a start-up dedicated to healthy snacking, T. van den Boezem then developed a business accelerator dedicated to the agri-food industry in Amsterdam. He has accompanied more than 20 start-ups in the field of life sciences and nutrition at the University of Wageningen. As part of continuing education programs, T. van den Boezem has also trained more than 15 teams in the innovation process.

*T. van den Boezem will discuss the opportunities and modalities of collaboration between university incubators and large companies.*



**Sarah Vandermeersch, Creator of ProNuts, Ecotrophelia 2015 (Belgium)**

Specialized in bio-industry, graduated from HECh in Belgium, S. Vandermeersch embarked on the entrepreneurial adventure with one of her comrades after winning the ECOTROPHELIA Belgium contest in 2015. They created a lactose-free product, an alternative to cheese spread from fermented cashew nuts.

*S. Vandermeersch will bring the vision of a young promoter of projects and will in particular clarify the communication related issues between start-ups and their ecosystem.*



**Gilles Trystram, Professor and General Director AgroParisTech, coordinator IDEFI-ECOTROPHELIA (France)**

Professor and General Director of AgroParisTech, G. Trystram is also a member of the French Academy of Technology.

*He will communicate on higher education and innovation of food products. He will look at partnerships between universities and agri-food companies, testifying to the means put in place at AgroParisTech.*



**Yvonne Colomer, Director of the Fundacion TRIPTOLEMOS (Spain)**

Director of the Triptolemos Foundation for Agricultural Development since 2002, Y. Colomer is also Secretary of the UNESCO Chair "Science and Innovation for Sustainable Development: World Food Production and Security" and the Campus Network Excellence Management Committee. Y. Colomer is also a secretary and member of the Promoting Agricultural Development Association (AFDA) and a lecturer at the Polytechnic University of Catalonia.

*Y. Colomer will communicate on the need for optimal coordination between all parties involved in the food system to ensure its long-term sustainability. In this context, she will describe the role of the Triptolemos Foundation.*



**Ulf Gunnar Sonesson, Senior Scientist SP Technical Research Institute of Sweden (Sweden)**

As a lecturer in Food Science, U. Gunnar Sonesson is involved in the research of sustainable food production and consumption, and mainly the analysis of the life cycle of food.

*He will address the important role of new technologies (manufacturing processes, packaging ...) in the development of a sustainable food system. Changes in consumption patterns are needed (e.g. less meat, less waste), and this will not happen without innovative products that meet consumer demands on taste, utility and health.*



**Gwenola Yannou-Le Bris, Maître de conférences at AgroParisTech (France)**

As a lecturer in Design, Science, Ecodesign and Innovation Management at AgroParisTech, G. Yannou-Le Bris will talk about eco-design in food and non-food products and sustainable development in the food chain. In particular, she will address the particularities of the life cycle assessment of food products.



**Georges Garcia, Président d'Alg&You et de La Voie Bleue (France)**

G. Garcia is carrying out a social entrepreneurship project to "make plankton a food for all, through local production". This project gave birth to the association La Voie Bleue and to the company Alg & You. La Voie Bleue works for a better knowledge of food microalgae, while Alg & You designs small-scale production equipment (phytotieres).

*G. Garcia will present the context (in the face of the demand for protein - + 40% by 2030 - Spirulina and microalgae are sources of ecological vegetable proteins that can meet our food expectations), Spirulina production systems for individuals or professionals in short circuits and the consortium PLAISIR, the collaborative platform that La Voie Bleue, social entrepreneurship applied to the field of eco-design.*



**Nuria Maria Arribas, Directrice Innovation FIAB (Espagne)**

Responsible for innovation at the Federation of Food Industries and General Secretary of the Food for Life platform in Spain, N-M. Arribas represents the European project FOODLAB, whose objective is to promote innovation in the agro-food industries by constructing a European laboratory for the transfer of technology and support for business creation, including tools for accompaniment and funding.

*She will also testify on the devices set up in Spain like the CIEN project and the start-up accelerators.*



**Frédéric Ventre, Founder and Chairman of Yooji (France)**



A connoisseur of cooking, F. Ventre graduated from HEC and started his career in the finance sector. In 2009, the idea of creating Yooji sprouted following a consultancy mission that revealed the potential and the consumer benefits of a frozen babyfood offer. Launched in 2012, Yooji has grown rapidly (today 40 employees), thanks to public aid and private investors (€ 5 million raised in 2014-15).

*F. Ventre will testify on the access to public aid in the context of business creation and the assistance provided by BPI France from the start of his project. He will raise issues related to the financing of enterprise development, particularly for very innovative agri-food projects, in a mature and highly capitalized market.*



**Isabelle de Cremoux, CEO of Seventure (France)**

Since 2001 I. de Cremoux has led the team dedicated to life sciences at Seventure Partners, a venture capital fund manager based in Paris. Seventure finances the development of innovative companies in two areas: Information and Communication Technologies and Life Sciences (drugs, medical devices, diagnostics and nutrition).

*I. de Cremoux will share her international experience in the development and financing of activities related to life sciences, in particular on the strategic axes of health, biotechnology, nutrition and well-being.*



**Stefania Abbona, co-founder and Chairwoman of Algae Factory (The Netherlands)**

A graduate in logistics, hotel trade and with a master's degree in food safety, S. Abbona worked for several years for an American hotel chain and then in the quality department of a biological products company. She is responsible for the product development and seaweed supply at Algae Factory, a start-up that produces algae-based snacks.

*S. Abbona will testify on the challenge of creating a business in Europe and on the dynamics brought by ECOTROPHELIA to young project promoters.*



**Emmanuelle Paillat, Director of Blue Bees (France)**

With a Master's degree in finance, E. Paillat began her career in management control and environmental accounting before joining the Carbon 4 team. Since 2014, she has led the Blue Bees crowd-funding platform.

*Isabelle Paillat will bring her vision of the challenges of tomorrow's agriculture and explain how alternative finance can be an accelerator of changes in the agricultural and food chain.*